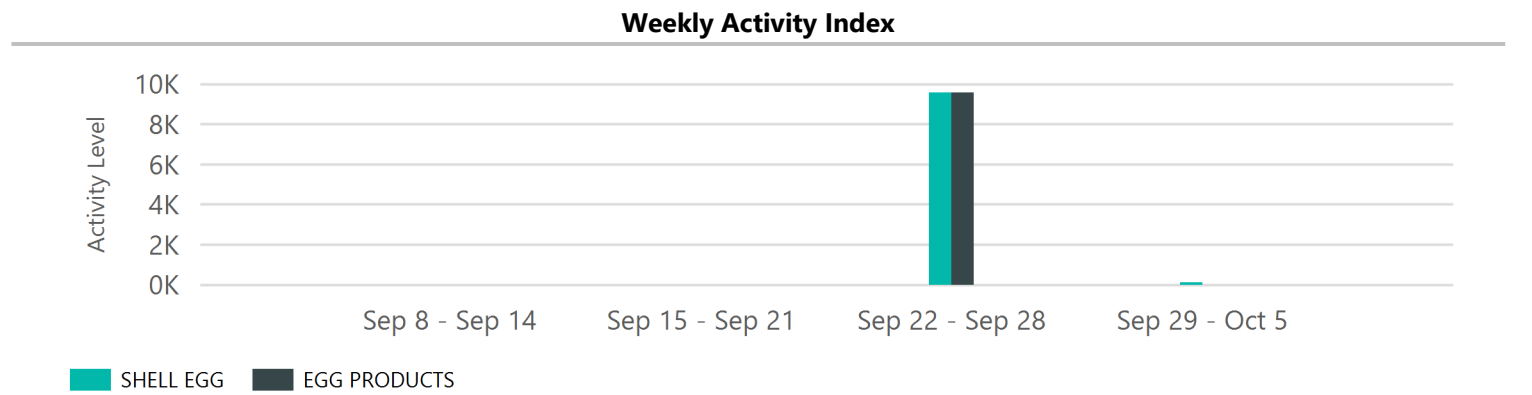




Email us with accessibility issues with this report.

MARKET HIGHLIGHTS

Regular shell egg feature rate is lower this week. The weighted average price of USDA Grade A Large or better eggs to consumers is about steady. In this week's ad cycle, special rates are lower. Advertisements for Extra Large and Medium eggs are higher this week. Feature activity for specialty shell eggs is much higher with organic eggs making the biggest splash. Promotional activity for liquid egg products is lower



NATIONAL

METRICS

	Current Week	Previous Week	Previous Year
Total Outlets	28,820	28,820	
Activity Index	128	164,900	
Feature Rate (%)	0.4%	33.7%	

Item	Environment	Condition	Current Week		Previous Week		Previous Year	
			Stores	Wtd Avg (\$)	Stores	Wtd Avg (\$)	Stores	Wtd Avg (\$)

EGG PRODUCTS - DOLLARS PER CARTON

LIQUID EGG, SMALL CARTON	Conventional	Fresh			9,570	2.53		
LIQUID EGG, SMALL CARTON	USDA Organic	Fresh			9,570	6.22		
LIQUID EGG, LARGE CARTON	Cage-Free	Fresh			9,570	10.02		
LIQUID EGG, LARGE CARTON	Conventional	Fresh			9,570	6.33		

SHELL EGG - DOLLARS PER CARTON

<u>12 Count</u>								
BROWN LARGE	Cage-Free USDA Pasture Organic	Fresh			19,140	5.02		



BROWN LARGE	Conventional	Fresh			19,140	1.33
BROWN LARGE	Nutritionally Enhanced (Omega-3)	Fresh	27	3.99		
WHITE EXTRA LARGE	Cage-Free	Fresh			9,570	5.48
WHITE EXTRA LARGE	Conventional	Fresh			19,140	1.79
WHITE EXTRA LARGE	Regenerative	Fresh			9,570	5.48
WHITE LARGE	Conventional	Fresh	14	0.99	19,140	1.33
WHITE LARGE	Nutritionally Enhanced (Omega-3)	Fresh	21	3.49		
WHITE LARGE	Vegetarian-Fed (Natural)	Fresh			19,140	5.02

18 Count

BROWN LARGE	Cage-Free	Fresh	29	3.33		
WHITE EXTRA LARGE	Conventional	Fresh			19,140	3.03
WHITE EXTRA LARGE	USDA Organic	Fresh			19,140	6.72
WHITE LARGE	Cage-Free	Fresh			19,140	6.52
WHITE LARGE	Conventional	Fresh			19,140	2.83
WHITE LARGE	Nutritionally Enhanced (Omega-3)	Fresh	37	3.99		

30 Count

WHITE MEDIUM	Cage-Free, Pasture Raised	Fresh			19,140	4.92
WHITE MEDIUM	Conventional	Fresh			19,140	1.23

6 Count

WHITE EXTRA LARGE	Conventional	Fresh			19,140	1.04
WHITE EXTRA LARGE	Nutritionally Enhanced (Omega-3)	Fresh			19,140	4.73
WHITE LARGE	Conventional	Fresh			19,140	1.19
WHITE LARGE	Free-Range	Fresh			19,140	4.88

NORTHEAST REGION (CT, DE, MA, MD, ME, NH, NJ, NY, PA, RI, VT)

METRICS

	Total Outlets	Feature Rate	Activity Index
Current Week	5,058	2.3%	114

Environment	Condition	Stores	Price Range (\$)	Wtd Avg (\$)
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SHELL EGG - A - DOLLARS PER CARTON



<u>12 Count</u>					
BROWN LARGE	Nutritionally Enhanced (Omega-3)	Fresh	27	3.99 - 3.99	3.99
WHITE LARGE	Nutritionally Enhanced (Omega-3)	Fresh	21	3.49 - 3.49	3.49

<u>18 Count</u>					
BROWN LARGE	Cage-Free	Fresh	29	3.33 - 3.33	3.33
WHITE LARGE	Nutritionally Enhanced (Omega-3)	Fresh	37	3.99 - 3.99	3.99

MIDWEST REGION (IA, IL, IN, KY, MI, MN, NE, OH, SD, WI)

<u>METRICS</u>					
		Total Outlets	Feature Rate	Activity Index	
Current Week		5,600	0.3%	14	
	Environment	Condition	Stores	Price Range (\$)	Wtd Avg (\$)

SHELL EGG - A - DOLLARS PER CARTON

<u>12 Count</u>					
WHITE LARGE	Conventional	Fresh	14	0.99 - 0.99	0.99

Foot Notes:

FEATURE RATE: the amount of sampled stores advertising any reported item during the current week, expressed as a 'percentage of the total sample.

ACTIVITY INDEX: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised item (e.g., a retailer with 100 outlets featuring 3 items has an activity index of 300).

STORES/AVG: the number of advertising outlets and the weighted average price weighted by the respective number of outlets.

BRANDED: includes any advertised beef cuts marketed under a corporate trademark, or under one of Meat Grading & Certification Branch's Certified Beef programs.

NON-LABELED/OTHER: Beef cuts advertised without a USDA Quality Grade.

USDA Certified Organic are products grown and processed according to USDA's national organic standards and certified by USDA-accredited State and private certification organizations. **Local:** Featured items labeled as "Local". **Grass Fed:** Featured items labeled as "Grass Fed".

Click here to view the Local and Organic Premium Report: <https://mymarketnews.ams.usda.gov/viewReport/2172>